

News Release



FOR IMMEDIATE RELEASE

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Hearst Castle® Going Online

SAN SIMEON – Hearst Castle®, the historic mansion built by pioneer newspaper tycoon William Randolph Hearst, is going high-tech. Or at least the reservation system for the castle is.

The California Department of Parks and Recreation announced today that reservations for tours of Hearst Castle®, one of State Parks' most popular destinations, are now available via the Internet. Previously, tour reservations could only be made via toll-free telephone through the Department's reservation contractor, ReserveAmerica. It's toll-free number is 1-800-444-4445, or TDD: 1-800-274-7275.

ReserveAmerica, which already accepts reservations for State Parks campgrounds online, is now accepting reservations for Hearst Castle® online as well.

The new on-line reservation system is reached via the California State Parks homepage at www.hearstcastle.com or www.parks.ca.gov. Five different tours are available to the public at Hearst Castle®, which is on the coast in San Luis Obispo County, roughly midway between San Francisco and Los Angeles.

Kirk Sturm, Museum Director-Superintendent of Hearst Castle® states, "Online reservations for Hearst Castle® tours will be great for our visitors worldwide. They can check availability and then book a tour. It will also help Hearst Castle® staff to plan and predict visitor needs and trends which we can pass to the local chambers for better guest services."

Hearst Castle® offered approximately 860,000 tours last year.

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